



## Virtual Goody Bag and Product Donations

Engage thousands of runners, walkers and other MadisonMarathon.com visitors before and after race day!

The Madison Marathon has been a certified "Runner's World" Greenteam Race since 2008. As part of our continued efforts to maintain our "green" status, we are again offering a virtual goody bag in 2012! Rather than stuffing runner bags with paper fliers that often end up in landfills, we decided to put them all online for our runners and other visitors to MadisonMarathon.com to peruse, download and print what they want at their leisure.

Madison Marathon will promote our first ever virtual goody bag in press releases, newsletters, e-mail blasts and in print and radio advertising, so this is a perfect way to spread the word about your products and services.

The Madison Marathon website averages around 10,000 visitors per month, with even more as race day approaches (May 27). Here's your chance to stay in front of runners, walkers, athletes and other virtual visitors for the entire year!

### Virtual Goody Bag Specifications:

- **Cost:** \$300 for non-Madison Marathon Expo vendors and FREE for 2012 vendors.
- **Coupons/Flier:** 8.5"x11" PDF. (Remember that many users will print a B&W version of your document, so plan accordingly.)
- **Includes** a logo (no bigger than 200 pixel in width or height) and a 250 word description on the Virtual Goody Bag web page (client provided).
- **Art** files and descriptions should be e-mailed to [scott@madisonfestivals.com](mailto:scott@madisonfestivals.com).
- **If you are unable to supply a PDF**, we can create one for you for a minimal fee.
- **A direct link** from your logo to your website is available for an additional \$50.
- **Mail check with form below to:** Madison Marathon, 2981 Cahill Main, Suite 2, Madison, WI 53711.

### Goody Bag items – samples or product only, no flyers

- **Number of items:** 7,650 items needed
- **Cost:** FREE of charge!

### Overview of demographics (Based on 2011 race):

- 22% Full Marathon, 59% Half Marathon, 16% Quarter Marathon
- 50% Ages (20-29), 30% (30-39), 19% (40-49)
- 45 States and 6 countries represented
- 56% Female, 44% Male
- 75% Wisconsin Residents, 10% Illinois Residents
- 54% report a household income level over \$70K\* Reported from the 2011 post-race survey

**MADISON MARATHON VIRTUAL GOODY BAG**

**Please Print**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Daytime phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Website address \_\_\_\_\_

Description of booth/activities/products \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<b>FEES</b>	
Insert Cost	\$300.00
Expo vendor discount	(-\$300.00/FREE)
TOTAL enclosed <i>Checks payable to Madison Marathon</i>	\$